

6. (NEW) The method of claim 5, wherein the searching the first area of the memory includes scanning grid locations of the times for a particular channel.

7. (NEW) The method of claim 5, wherein the searching the first area of the memory includes scanning grid locations of the channels for a particular time.

8. (NEW) A method for displaying television program information comprising:
storing in memory television program data including a header portion and a data portion;

receiving a user request to display a program guide with television programs having a particular search criteria;

searching the header portion of the television program data for the search criteria; and

searching a data portion of the television program for the search criteria only upon a match of the search criteria in the header portion.

9. (NEW) The method of claim 8, wherein the data portion includes program information of television programs to be broadcast during a particular time block of a specific channel.

10. (NEW) The method of claim 9, wherein the header portion indicates one or more program categories of one or more television programs to be broadcast during the particular time block.

11. (NEW) The method of claim 9, wherein the header portion indicates one or more first letters of one or more television programs to be broadcast during the particular time block.

12. (NEW) The method of claim 8, wherein the search criteria is a program category.

13. (NEW) The method of claim 8, wherein the search criteria is a first letter of a program title.

14. (NEW) A method for displaying television program information comprising:
receiving television program data for an electronic program guide;
determining whether the television program data is associated with a predetermined storage criteria; and
storing the television program data in a schedule database only if the television program data is associated with a predetermined storage criteria.

15. (NEW) The method of claim 14, wherein the predetermined storage criteria is a program category.

16. (NEW) The method of claim 14, wherein the predetermined storage criteria is a channel that has been enabled.

a!
Cont.

17. (NEW) An apparatus for displaying television program information comprising:
a memory having a first area for storing a first portion of a television schedule database and a second area for storing a second portion of the television schedule database, the second portion of the database including television program data and the first portion of the database including an address to the television program data;
means for receiving a user request to display a program guide;
means for searching the first area of the memory for the address of the television program data;
means for retrieving the television program data from the second portion of the database based on the address; and
a display displaying the television program data in the program guide.

18. (NEW) The apparatus of claim 17, wherein the first portion of the database stores the address of the television program data in a grid of times and channels.

19. (NEW) The apparatus of claim 18 wherein the means for searching the first area of the memory includes means for scanning grid locations of the times for a particular channel.

20. (NEW) The apparatus of claim 18, wherein the means for searching the first area of the memory includes means for scanning grid locations of the channels for a particular time.

21. (NEW) An apparatus for displaying television program information comprising:
a memory storing television program data including a header portion and a data portion;

means for receiving a user request to display a program guide with television programs having a particular search criteria;

means for searching the header portion of the television program data for the search criteria; and

means for searching a data portion of the television program for the search criteria only upon a match of the search criteria in the header portion.

22. (NEW) The apparatus of claim 21, wherein the data portion includes program information of television programs to be broadcast during a particular time block of a specific channel.

23. (NEW) The apparatus of claim 22, wherein the header portion indicates one or more program categories of one or more television programs to be broadcast during the particular time block.

24. (NEW) The apparatus of claim 22, wherein the header portion indicates one or more first letters of one or more television programs to be broadcast during the particular time block.